What is claimed is

1. EL phosphor powder which contains phosphor particles that comprise zinc sulfide as a matrix thereof and contain an activator and a co-activator, wherein at least 30% of the number of the phosphor particles contained in the EL phosphor powder are those having an aspect ratio (length of major axis/length of minor axis) of at least 3.

2. The EL phosphor powder of claim 1, wherein at least 40% of the number of the phosphor particles contained in the EL phosphor powder are those having an aspect ratio (length of major axis/length of minor axis) of at least 3.

3. The EL phosphor powder of claim 1, wherein at least 50% of the number of the phosphor particles contained in the EL phosphor powder are those having an aspect ratio (length of major axis/length of minor axis) of at least 3.

4. The EL phosphor powder of claim 1, wherein the EL phosphor particles have areal stacking defects and the mean spacing of the stacking defects is from 0.5 to 20 nm.

5. The EL phosphor powder of claim 1, wherein the activator is at least one ion selected from the group consisting of ions of copper, manganese, silver, gold and rare earth elements.

6. The EL phosphor powder of claim 1, wherein the activator is at least one selected from the group consisting of acetates and sulfates of copper, acetates and sulfates of manganese, acetates and sulfates of silver, acetates and sulfates of gold, and acetates and sulfates of rare earth elements.

7. The EL phosphor powder of claim 1, wherein the

co-activator is at least one ion consisting of an element selected from chlorine, bromine, iodine and aluminium.

8. The EL phosphor powder of claim 1, wherein the activator is copper ion and the co-activator is chloride ion.

9. The EL phosphor powder of claim 1, wherein the mean length of the major axis of the EL phosphor particles having an aspect ratio (length of major axis/length of minor axis) of at least 3 is at most 100 μm.

10. An EL device having the EL phosphor powder of claim 1 between electrodes, wherein at least 80% by number of the phosphor particles having an aspect ratio (length of major axis/length of minor axis) of at least 3 are so oriented that their major axes are at an angle of at most 30° to the faces of the electrodes.

11. An EL device of claim 10, wherein at least 90% by number of the phosphor particles having an aspect ratio (length of major axis/length of minor axis) of at least 3 are so oriented that their major axes are at an angle of at most 30° to the faces of the electrodes.

12. An EL device of claim 10, wherein at least 95% by number of the phosphor particles having an aspect ratio (length of major axis/length of minor axis) of at least 3 are so oriented that their major axes are at an angle of at most 30° to the faces of the electrodes.

13. An EL device of claim 10, which is prepared by dispersing the phosphor particles in a binder dissolved in water or organic solvent, and coating and drying the resultant

dispersion.

14. An EL device of claim 13, wherein the ratio by weight of the solvent/the binder is at least 5.

15. An EL device of claim 13, wherein the ratio by weight of the solvent/the binder is at least 8.

16. An EL device of claim 13, wherein the ratio by weight of the solvent/the binder is at least 10.